

Snohomish County
Quit Line Data Summary
April 1 - June 30, 2004

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 212	N = 2,932
Percent of Statewide Calls	8.4%	100.0%
Percent of State Population in County¹	10.3%	100.0%
	County %	State %
Gender	N = 209	N = 2,604
Female	57.9%	62.4%
Male	42.1%	37.6%
Race/Ethnicity	N = 193	N = 2,203
People of Color	8.8%	12.2%
White	91.2%	87.8%
Age	N = 204	N = 2,425
Less than 18 years old	1.0%	1.8%
18 - 24 years old	10.3%	14.6%
25 - 34 years old	20.1%	22.7%
35 - 44 years old	36.8%	27.4%
45 years and older	31.9%	33.5%
Education	N = 200	N = 2,312
Did not graduate high school	19.5%	20.6%
High school graduate	39.0%	35.9%
Some college/vocational school	32.5%	33.6%
College graduate	9.0%	9.9%
Caller Type	N = 212	N = 2,700
General Information	2.4%	9.5%
Health care provider	1.9%	4.9%
Tobacco user	95.8%	85.6%
Payer Type	N = 162	N = 1,873
Insured	31.5%	31.1%
Uninsured	29.6%	30.3%
Medicaid	38.9%	38.6%
Heard About	N = 187	N = 2,176
Past caller	13.9%	15.2%
Employer/worksites	0.0%	0.9%
Health care provider	40.1%	31.3%
Television	11.2%	11.0%
Outdoor advertisement (billboard/bus/wall)	1.1%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	1.1%	1.5%
Newspaper/Magazine	0.5%	0.4%
Brochure/Newsletter	7.5%	6.1%
Family or friend	17.1%	23.9%
Health Department	7.0%	6.3%
School	0.5%	1.3%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.